
PROGRAM DESCRIPTION

DEGREE AWARDED: MASTER OF INTERDISCIPLINARY STUDIES (M.I.S)

FROM: UNIVERSITY OF MONTANA

DISCIPLINES: APPLIED STATISTICS & MARKETING

DATE: 12/13/2005

GRADUATE COMMITTEE: DAVID PATTERSON, PHD - DOUGLAS DALENBERG, PHD - DUSTIN HOLLIST, PHD

THE M.I.S PROGRAM

Directly under the supervision of the Dean of the Graduate School, the Master of Interdisciplinary Studies (M.I.S) is an innovative program of tremendous breadth created to satisfy today's companies' need for personnel with multiple competences. It is a unique program that has been designed for students seeking to combine the curriculum from two or three graduate disciplines and formulate them into a hybrid course of study. When the disciplines are well integrated, the M.I.S has the power to provide the candidate with the tools to face existing cross-disciplinary challenges of the real world.

THE COMPETITIVE EDGE OF THE M.I.S IN APPLIED STATISTICS & MARKETING

The importance of the marketing function in businesses cannot be ignored in today's highly competitive environment. Even the smallest business entities are to be faced with marketing decisions. Thus, companies in response of an increasingly uncertain market and volatile competition implement marketing strategies. But very often, many of them fail due to the unavailability of valid and reliable data needed to make appropriate decisions. In others terms, effective marketing strategies must rely on accurate and current information about customers, competitors, and others forces in the marketplace. That is where the science of statistics comes in play.

The Master's program in Marketing and Statistics has been designed as preparation for a career in the application of quantitative techniques to solve complex problems in business and industry. It has been designed to not only expose me to quantitative techniques, but to cultivate skills in writing, communication and business as well.

When combined with the concentration area of choice, career opportunities are endless. The program's flexibility also makes it appropriate as preparation for doctoral study in Management Science or Marketing Research.

THE DETAILED CURRICULUM

▪ **MARKETING COURSES**

1. Consumer Behavior, 3 credits (MKTG 362)
2. Marketing Management, 2 credits (MBA 660)
3. Internship, 4 credits (MBA 698)

▪ **STATISTICS AND RELATED COURSES**

1. Introduction to Probability and Statistics, 3 credits (MATH 341)
2. Partial Differential Equations, 3 credits (MATH 412)
3. Mathematical Statistics I, 3 credits (MATH 441)
4. Econometrics, 4 credits (ECON 460)
5. Advanced Econometrics, 4 credits (ECON 560)
6. Independent Study, 2 credits (MATH 596)
7. Sampling, 3 credits (MATH 549)
8. Social Data Analysis, 3 credits (SOC 563)
9. Seminar in Statistics, 1 credit (MATH 640)
10. Professional Paper, 1 credit (MATH 598)

OTHER COURSES (COURSES NOT OFFERED FOR THE DEGREE)

1. Marketing Communications, 3 credits (MKTG 363)
2. Marketing Research, 3 credits (MKTG 366)
3. Discrete Optimization, 3 credits (MATH 381)
4. Marketing of High-Tech Product and Innovations, 3 credits (MKTG 460)
5. Mathematical Statistics II, 3 credits (MATH 442)
6. Professional Paper, 1 credit (SOC 599)